

ABSTRACT OF THE DISCLOSURE

Added values that are suited for use in electronic information media are attached to products. A first identification code ID(A) is attached to a confection x shipped by a confection maker X and a second identification code ID(B) is attached to a toy y shipped by a toy maker Y. A user who has purchased the products accesses a server device via the Internet from a personal computer or other terminal device and inputs the identification code that was attached to the purchased product. Upon verifying whether or not the identification code that the user has input is correct, the server device carries out the service of providing a game, providing a quiz, providing fortune-telling information, etc. to the terminal device via the Internet. By making the service, which is provided when both ID(A) and ID(B) are input, higher in content and quality in comparison to the service, which is provided when just one of either ID(A) or ID(B) is input, the sales of confection x and toy y are promoted.